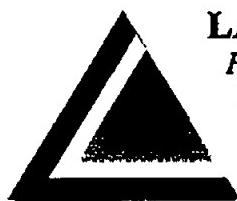


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E-Mail: patser@lacasse-patents.com

NOV 22 2004

CONFIDENTIAL
FACSIMILE TRANSMITTAL SHEET

DATE SENT: November 22, 2004

DELIVER TO:

Name: Examiner Jon Ouellette
Company: USPTO / GAU 3629
Phone No: 703-605-0662
Fax No: 703-872-9306

FROM: Ramraj Soundararajan

YOUR FILE: 09/658,632

THERE WILL BE A TOTAL OF 21 PAGE(S) INCLUDING THIS COVER SHEET.
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In re Application of: Megiddo et al.

Serial No.: 09/658,632 Group Art Unit: 3629
Filed: 9/8/2000 Examiner: Jonathan P. Ouellette
Title: A System and Method for Improving the Effectiveness of Web Advertising

PTO/SB/21 (08-03)

Approved for use through 07/31/2008, OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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TRANSMITTAL FORM <i>(To be used for all correspondence after initial filing)</i>		Application Number	09/658,632
		Filing Date	09/08/2000
		First Named Inventor	Megiddo, Nimrod
		Art Unit	3629
		Examiner Name	J. Ouellette
Total Number of Pages in This Submission	20	Attorney Docket Number	ARC920000029US1

ENCLOSURES (check all that apply)			
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input checked="" type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation <input type="checkbox"/> Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Request for Continued Examination (RCE)	Remarks

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Lacasse & Associates, LLC		
Signature	<i>Ramsey Soundararaj</i>		
Date	November 22, 2004		

CERTIFICATE OF TRANSMISSION/MAILING

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Type or printed name			
Signature		Date	

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PTO/SB/17 (10-03)

Approved for use through 07/31/2006. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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FEE TRANSMITTAL for FY 2004

Effective 7/01/2003. Patent fees are subject to annual revision.

 Applicant Claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$ 1220.00)

Complete if Known

Application Number	09/658,632
Filing Date	9/8/2000
First Named Inventor	Megiddo, et al.
Examiner Name	J. Ouellette
Art Unit	3629
Attorney Docket No.	ARC920000029US1

METHOD OF PAYMENT (check all that apply)

 Check Credit card Money Order Other None Deposit Account

Deposit Account Number	09-0441
Deposit Account Name	IBM CORPORATION

The Director is authorized to: (check all that apply)

 Charge fee(s) indicated below Credit any overpayments Charge any additional fee(s) or any underpayment of fee(s) Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account.

FEE CALCULATION

1. BASIC FILING FEE

Large Entity	Small Entity	Fee Description	Fee Paid
Fee Code (\$)	Fee Code (\$)	Fee (\$)	
1001 790	2001 395	Utility filing fee	
1002 350	2002 175	Design filing fee	
1003 550	2003 275	Plant filing fee	
1004 790	2004 395	Reissue filing fee	
1005 160	2005 80	Provisional filing fee	

SUBTOTAL (1) (\$ 0.00)

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	Extra Claims	Fee from below	Fee Paid
Independent Claims	-20**=	X	=
Multiple Dependent	- 3**=	X	=

Large Entity	Small Entity	Fee Description	Fee Paid
Fee Code (\$)	Fee Code (\$)	Fee (\$)	
1202 18	2202 9	Claims in excess of 20	
1201 68	2201 44	Independent claims in excess of 3	
1203 300	2203 150	Multiple dependent claim, if not paid	
1204 68	2204 44	**Reissue independent claims over original patent	
1205 18	2205 9	**Reissue claims in excess of 20 and over original patent	

SUBTOTAL (2) (\$ 0.00)

** or number previously paid, if greater. For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity Small Entity

Fee Code (\$)	Fee Code (\$)	Fee (\$)	Fee Description	Fee Paid
1051 130	2051 65	65	Surcharge - late filing fee or oath	
1052 50	2052 25	25	Surcharge - late provisional filing fee or cover sheet	
1053 130	1053 130	130	Non-English specification	
1812 2,520	1812 2,520	2,520	For filing a request for ex parte reexamination	
1804 920*	1804 920*	920*	Requesting publication of SIR prior to Examiner action	
1805 1,840*	1805 1,840*	1,840*	Requesting publication of SIR after Examiner action	
1251 110	2251 55	55	Extension for reply within first month	
1252 430	2252 215	215	Extension for reply within second month	430
1253 980	2253 490	490	Extension for reply within third month	
1254 1,530	2254 785	785	Extension for reply within fourth month	
1255 2,080	2255 1,040	1,040	Extension for reply within fifth month	
1401 340	2401 170	170	Notice of Appeal	
1402 340	2402 170	170	Filing a brief in support of an appeal	
1403 300	2403 150	150	Request for oral hearing	
1451 1,610	1451 1,610	1,610	Petition to institute a public use proceeding	
1452 110	2452 55	55	Petition to revive - unavoidable	
1453 1,370	2453 685	685	Petition to revive - unintentional	
1501 1,370	2501 685	685	Utility issue fee (or reissue)	
1602 480	2502 245	245	Design issue fee	
1603 660	2603 330	330	Plant issue fee	
1460 130	1460 130	130	Petitions to the Commissioner	
1807 50	1807 50	50	Processing fee under 37 CFR 1.17(c)	
1806 180	1806 180	180	Submission of Information Disclosure Stmt	
8021 40	8021 40	40	Recording each patent assignment per property (times number of properties)	
1809 790	2809 385	385	Filing a submission after final rejection (37 CFR 1.129(a))	
1810 790	2810 385	385	For each additional invention to be examined (37 CFR 1.129(b))	
1801 790	2801 396	396	Request for Continued Examination (RCE)	790
1802 900	1802 900	900	Request for expedited examination of a design application	

Other fee (specify)

Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 1220)

SUBMITTED BY						Complete if applicable
Name (Print/Type)	Ramraj Soundararajan		Registration No. (Attorney/Agent)	53832	Telephone	(703) 838-7683
Signature			Date	11/22/04		

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PTO/SB/17 (10-03)

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U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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FEE TRANSMITTAL for FY 2004

Effective 10/01/2003. Patent fees are subject to annual revision.

 Applicant Claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$1220.00)

Complete if Known

Application Number 09/658,532

Filing Date 9/8/2000

First Named Inventor Megiddo, et al.

Examiner Name J. Ouellette

Art Unit 3629

Attorney Docket No. ARCS920000029US1

METHOD OF PAYMENT (check all that apply)

 Check Credit card Money Order Other None Deposit AccountDeposit Account Number 09-0441
Deposit Account Name IBM CORPORATION

The Director is authorized to: (check all that apply)

 Charge fee(s) indicated below Credit any overpayments
 Charge any additional fee(s) or any underpayment of fee(s)
 Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account.

FEE CALCULATION

1. BASIC FILING FEE

Large Entity	Small Entity	Fee Description	Fee Paid
1001	780	2001 395 Utility filing fee	
1002	350	2002 175 Design filing fee	
1003	550	2003 275 Plant filing fee	
1004	780	2004 395 Reissue filing fee	
1005	160	2005 80 Provisional filing fee	

SUBTOTAL (1) (\$0.00)

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	Independent Claims	Extra Claims	Fee from below	Fee Paid
		-20 ^{**} =	X	
		-3 ^{**} =	X	

Multiple Dependent

Large Entity	Small Entity	Fee Description	Fee Paid
1202	18	2202 9 Claims in excess of 20	
1201	88	2201 44 Independent claims in excess of 3	
1203	300	2203 150 Multiple dependent claim, if not paid	
1204	88	2204 44 **Reissue Independent claims over original patent	
1205	18	2205 9 **Reissue claims in excess of 20 and over original patent	

SUBTOTAL (2) (\$0.00)

* or number previously paid, if greater. For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity	Small Entity	Fee Description	Fee Paid
1051	130	2051 65 Surcharge - late filing fee or oath	
1052	50	2052 25 Surcharge - late provisional filing fee or cover sheet	
1053	130	1053 130 Non-English specification	
1812	2,620	1812 2,620 For filing a request for ex parte reexamination	
1804	920*	1804 920* Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805 1,840* Requesting publication of SIR after Examiner action	
1251	110	2251 66 Extension for reply within first month	
1252	430	2252 216 Extension for reply within second month	430
1253	980	2253 490 Extension for reply within third month	
1254	1,530	2254 785 Extension for reply within fourth month	
1255	2,080	2255 1,040 Extension for reply within fifth month	
1401	340	2401 170 Notice of Appeal	
1402	340	2402 170 Filing a brief in support of an appeal	
1403	300	2403 150 Request for oral hearing	
1451	1,510	1451 1,510 Petition to institute a public use proceeding	
1452	110	2452 56 Petition to revive - unavoidable	
1453	1,370	2453 685 Petition to revive - unintentional	
1501	1,370	2501 686 Utility issue fee (or reissue)	
1502	430	2502 245 Design issue fee	
1503	660	2503 330 Plant issue fee	
1460	130	1460 130 Petitions to the Commissioner	
1807	50	1807 60 Processing fee under 37 CFR 1.17(q)	
1808	180	1808 180 Submission of Information Disclosure Stmt	
8021	40	8021 40 Recording each patent assignment per property (times number of properties)	
1809	790	2809 395 Filing a submission after final rejection (37 CFR 1.129(a))	
1810	790	2810 385 For each additional invention to be examined (37 CFR 1.129(b))	
1801	790	2801 385 Request for Continued Examination (RCE)	790
1802	900	1802 900 Request for expedited examination of a design application	

Other fee (specify)

*Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$1220)

SUBMITTED BY

Complete if applicable

Name (Print/Type)	Ramraj Soundararajan	Registration No. (Attorney/Agent)	53832	Telephone	(703) 838-7683
Signature	Ramraj Soundararajan			Date	11/22/04

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PTO/SB/30 (09-04)

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Request for Continued Examination (RCE) Transmittal Address to: Mail Stop RCE Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450	Application Number	09/658,632
	Filing Date	9/08/2000
	First Named Inventor	Nimrod Megiddo
	Art Unit	3629
	Examiner Name	Jon Ouellette
	Attorney Docket Number	ARC920000029US1

This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application.
Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application. See Instruction Sheet for RCEs (not to be submitted to the USPTO) on page 2.

1. **Submission required under 37 CFR 1.114** Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s).

 - Previously submitted. If a final Office action is outstanding, any amendments filed after the final Office action may be considered as a submission even if this box is not checked.
 - Consider the arguments in the Appeal Brief or Reply Brief previously filed on _____
 - Other _____
 - Enclosed

i.	<input checked="" type="checkbox"/> Amendment/Reply	iii.	<input type="checkbox"/> Information Disclosure Statement (IDS)
ii.	<input type="checkbox"/> Affidavit(s)/ Declaration(s)	iv.	<input type="checkbox"/> Other _____

2. **Miscellaneous**

Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of _____ months. (Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required)

 - Other _____

3. **Fees**

The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed. The Director is hereby authorized to charge the following fees, or credit any overpayments, to Deposit Account No. 09-0441. I have enclosed a duplicate copy of this sheet.

 - RCE fee required under 37 CFR 1.17(e)
 - Extension of time fee (37 CFR 1.136 and 1.17)
 - Other _____
 - Check in the amount of \$ _____ enclosed
 - Payment by credit card (Form PTO-2038 enclosed)

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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED			
Signature	Ramraj Soundararajan	Date	11/22/2004
Name (Print/Type)	Ramraj Soundararajan	Registration No.	53832

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Name (Print/Type) _____ **Date** _____

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**Request
for
Continued Examination (RCE)
Transmittal**

Address to:
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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Application Number	09/658,632
Filing Date	9/08/2000
First Named Inventor	Nimrod Megiddo
Art Unit	3628
Examiner Name	Jon Ouallie
Attorney Docket Number	ARC920C00029US1

This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application.
Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1985, or to any design application. See Instruction Sheet for RCEs (not to be submitted to the USPTO) on page 2.

1. **Submission required under 37 CFR 1.114** Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s).

- a. Previously submitted. If a final Office action is outstanding, any amendments filed after the final Office action may be considered as a submission even if this box is not checked.
- i. Consider the arguments in the Appeal Brief or Reply Brief previously filed on _____
 - ii. Other _____
- b. Enclosed
- i. Amendment/Reply
 - ii. Affidavit(s)/ Declaration(s)
 - iii. Information Disclosure Statement (IDS)
 - iv. Other _____

2. **Miscellaneous**

- a. Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of _____ months. (Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(l) required)
- b. Other _____

3. **Fees** The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed.

- a. The Director is hereby authorized to charge the following fees, or credit any overpayments, to Deposit Account No. 09-0441. I have enclosed a duplicate copy of this sheet.
- i. RCE fee required under 37 CFR 1.17(e)
 - ii. Extension of time fee (37 CFR 1.138 and 1.17)
 - iii. Other _____
- b. Check in the amount of \$ _____ enclosed
- c. Payment by credit card (Form PTO-2038 enclosed)

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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

Signature	Ramraj Soundararajan	Date	11/22/2004
Name (Print/Type)	Ramraj Soundararajan	Registration No.	53632

CERTIFICATE OF MAILING OR TRANSMISSION

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Signature		Date
Name (Print/Type)		

This collection of information is required by 37 CFR 1.114. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Mail Stop RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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